

Listing of Claims:

Claim 1: (currently amended) A method for providing enhanced advertising of a 2-D broadcast, comprising:

receiving the 2-D video broadcast including a first advertisement having a 2-D image;

identifying the 2-D image within the first advertisement, wherein the 2-D image is

identified based on ~~its one or more characteristics of the 2-D image~~ and exclusively at a viewer's equipment;

looking-up a matching 3-D object in an image library ~~using a look-up table~~, wherein the library comprises one or more 3-D objects; and

using the matching 3-D object to generate an enhanced first advertisement, wherein the enhanced first advertisement has a 3-D highlighted rendering of the image produced by pushing the 3-D object into the 2-D image, and further wherein said 3-D highlighted rendering of the image comprises a portion of the original 2-D image and said 3-D object; and

~~using a look-up table to identify the matching 3-D object.~~

Claim 2: (currently amended) The method according to claim 1, wherein ~~the first advertisement includes~~ one or more a plurality of 2-D images within the first advertisement.

Claim 3: (canceled).

Claim 4: (currently amended) The method according to claim 1, further comprising displaying the enhanced first advertisement on a display device, ~~the display device~~ comprising at least one of: ~~a~~ television, ~~a~~ computer monitor, and liquid crystal display.

Claim 5: (currently amended) The method of claim 4, further comprising overlaying the 2-D image ~~with~~ on the matching 3-D object.

Claim 6: (original) The method of claim 5, wherein overlaying the image further comprises: overlaying specular lighting; and overlaying shading.

Claim 7: (currently amended) A system for providing enhanced advertising of a 2-D video broadcast, comprising:

means for receiving the 2-D video broadcast including a first advertisement having a 2-D image;

means for identifying the 2-D image within the first advertisement, wherein said 2-D image is identified based on ~~one or more~~ characteristics of the 2-D image and exclusively at a viewer's equipment;

means for looking-up a matching 3-D object in an image library, wherein the library comprises one or more 3-D objects; ~~and~~

means for using the matching 3-D object to generate an enhanced first advertisement, wherein the enhanced first advertisement has a 3-D highlighted rendering of the image produced by pushing the 3-D object into the original 2D image, and further wherein said 3-D highlighted rendering of the image comprises a portion of the original 2-D image and said 3-D object; ~~and~~
means for identifying the matching 3-D object.

Claim 8: (currently amended) The system according to claim 7, wherein ~~there are one or more images within the first advertisement~~ includes a plurality of 2-D images.

Claim 9: (canceled).

Claim 10: (currently amended) The system according to claim 7, further comprising means for displaying the enhanced first advertisement on a display device, ~~the display device comprising at least one of~~ a television, ~~means~~, a computer monitor, ~~means~~, and a liquid crystal display, ~~means~~.

Claim 11: (currently amended) The system according to claim 10, further comprising means for overlaying the 2-D image ~~with~~ on the matching 3-D object.

Claim 12: (original) The system according to claim 11, wherein means for overlaying the image further comprises:

means for overlaying specular lighting; and

means for overlaying shading.

Claim 13: (currently amended) A computer-readable medium having stored thereon a plurality of instructions for providing enhanced advertising of a 2-D broadcast, said plurality of instructions when executed by an apparatus computer, cause said computer apparatus to perform:

receiving the 2-D video broadcast including a first advertisement having a 2-D image;

identifying the 2-D image within the first advertisement, wherein the 2-D image is identified solely based on its one or more characteristics of the 2-D image and exclusively at a viewer's equipment;

looking-up a matching 3-D object in an image library using a look-up table, wherein the library comprises one or more 3-D objects; and

using the matching 3-D object to generate an enhanced first advertisement, wherein the enhanced first advertisement has a 3-D highlighted rendering of the image produced by pushing the 3-D object into the original 2-D image; and

using a look-up table to identify the matching 3-D object.

Claim 14: (currently amended) The computer-readable medium of claim 13, wherein there are one or more images within the first advertisement includes a plurality of 2-D images.

Claim 15: (canceled).

Claim 16: (currently amended) The computer-readable medium of claim 13 having stored thereon additional instructions, said additional instructions when executed by the apparatus computer, cause said computer apparatus to further perform displaying the enhanced first advertisement on a display device, the display device comprising at least one of a television, a computer monitor, and a liquid crystal display.

Claim 17: (currently amended) The computer-readable medium of claim 16 having stored thereon additional instructions, said additional instructions when executed by a computer the apparatus, cause said computer apparatus to further perform overlaying the 2-D image with on the matching 3-D object.

Claim 18: (currently amended) The computer-readable medium according to claim 17, having stored thereon additional instructions, said additional instructions when executed by a computer ~~the apparatus~~, cause said computer ~~apparatus~~ to further perform overlaying the image; cause said computer to further perform by:

overlays specular lighting; and
overlays shading.

Claim 19: (currently amended) A set-top box for generating 3-D enhanced advertising from 2-D video broadcasts, comprising:

a processor ~~coupled to a bus~~; and
a storage device ~~coupled to the bus~~, wherein the storage device is configured to store a library of 3-D objects;
wherein the processor ~~is configured to~~,
receives the 2-D broadcast including a first advertisement having a 2-D image;
~~identifies~~ ~~identify~~ the 2-D image within the advertisement, wherein said 2-D image is identified based on its characteristics and exclusively at a viewer's equipment;
~~looks-up a matching 3-D object~~ ~~matching the 2-D image~~ in the library; and
~~uses the matching 3-D object to generate an enhanced first advertisement~~, wherein the enhanced first advertisement has a 3-D highlighted rendering of the image produced by pushing the 3-D object into the original 2-D image, and further wherein said 3-D highlighted rendering of the image comprises a portion of the original 2-D image and said 3-D object.

Claim 20: (currently amended) The set top box of claim 19, wherein ~~one or more images are within the first advertisement~~ ~~includes a plurality of 2-D images~~.

Claim 21: (original) The set top box of claim 20 wherein the processor uses a look-up table to identify the matching 3-D object.

Claim 22: (currently amended) The set top box of claim 21, further comprising a display device that displays the enhanced first advertisement, wherein the display device comprises at least one of a television, a computer monitor, and a liquid crystal display.